

## SOCIALIZATION OF ENTREPRENEURSHIP THE REGARDING OF SELLING PRICES IN THE OFFERING MSME PRODUCT TO VOCATIONAL HIGH SCHOOL STUDENTS

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### Abstract

Micro, Small and Medium Enterprises (MSME) is an important part of the economy of a country or region, especially in Indonesia. The development of micro, small and medium enterprises has an important meaning in encouraging national economic growth and reducing is poverty. The development of MSME sector is often described as one of the factor for successful development, especially for those with low per capita income. One of the key factors in the success of MSME is their ability to determine the right product selling price. The right selling price can help MSME achieve several goals, such as: Increasing sales, achieving profit targets, competing in the market, attracting consumers and increasin profitability. Determining the selling price of MSME products is a complex process and requires careful consideration and marketing strategies to maximize prices and promotion for the product sales.

**Keywords:** Business Actor, Selling Prices, MSME

### INTRODUCTION

Micro, small and medium enterprises (MSME) are the business that has an important role in the Indonesian economy, both in terms of jobs created and in terms of the number of businesses. And, MSME is the most important element in the Indonesian economy. Micro, Small and Medium Enterprises (MSME) are the type of economic activity most widely carried out by the Indonesian people as a fulcrum in obtaining income for their survival. The role of MSME in the Indonesian economy is not only as an absorber of labor because the percentage reaches 90% when compared to large businesses, but also able to introduce various local products to the international world. The existence of MSME cannot be erased or avoided from the nation's society today. Because its existence is very useful in terms of distributing people's income. In addition, it is also able to create creativity in line with the efforts to maintain and develop elements of tradition and culture of the local community. On the other hand, MSME is able to absorb labor on a large scale considering the large population of Indonesia so that

this can reduce the unemployment rate. From this it can be seen that the existence of MSME that are labor-intensive, using simple and easy-to-understand technology can become a forum for the community to work.

The Micro, Small and Medium Enterprises (MSME) development program as one of the instruments to increase people's purchasing power will eventually become a safety valve from the Monetary crisis situation. The development of MSME is very strategic in driving the national economy, considering that its business activities cover almost all business fields so that the contribution of MSME becomes is very large for increase in revenue. Therefore, one of the important factors in determining the success of MSME products in marketing strategies is determining the selling price in offering an MSME product, where the right pricing can help MSMEs increase sales, achieve profit targets, and compete in the market. Determining the selling price of MSME products is a complex process and requires careful consideration. In addition to the above factors, we also need to consider the unique value of the product, product quality, and branding. Make sure the selling price of the product reflects the value offered to consumers. Offering high-quality products at competitive prices will help to build consumer is loyalty and for increasing of the sales.

A lots of things to consider in determining the selling price of the first MSME product are calculating Production Costs, where the calculation of all costs associated with product production, including raw materials, labor, overhead, and packaging costs. Second, set a Profit Margin. Third, conduct market research. Fourth, determine the Pricing Strategy. Pricing strategies can be used, such as price penetration (offering low prices to attract consumers), price skimming (offering high prices for innovative new products), and bundling pricing (offering multiple product together at a cheaper price). Choose a pricing strategy that best suits your product and target market. Fifth, Take Advantage of Promotion and Discount. Promotions and discounts can help attract consumers and increase sales. Sixth, adjust the selling price.

## **IMPLEMENTATION METHOD**

This socialization activity is invited 60 students of SMKN 3 Babulu Darat Village, Babulu District, North Penajam Paser Regency. This socialization activity will be held on Monday, February 12, 2024 at 09.00 to 11.00 WITA. The methods used in this activity include:

### **1. Socialization**

This activity began with socialization related to Selling Prices in offering MSME products to SMKN 3 students in Babulu Darat Village. Babulu District, North Penajam Paser Regency. The purpose of this socialization is to encourage students' interest in becoming creative and innovative young entrepreneurs and Increase Understanding of Selling Prices by educating students about factors that need to be considered in determining the selling price of MSME products, such as production costs, profit margins, market research, product value, and pricing strategies. As well as helping students understand the importance of setting the right selling price to achieve profit and competitiveness in the market. Socialization of the selling price of MSME products to Vocational school students is expected to provide knowledge and skills that are useful for

them in entering the world of work or becoming successful young entrepreneurs in the future.

2. Question and Answering session

This question and answer session activity was organized by the author by providing 10 questions ranging from students to writers and writers to students

## **RESULTS AND DISCUSSION**

The Cost of Goods Sold where the exchange rate for benefits expressed in monetary units. Such as rupiah, dollar, yen, euro, etc.

Impact if you cannot calculate of capital:

1. It is difficult to determine the selling price
2. Profit or loss cannot be known
3. Difficult to face competition
4. Difficult to retain market/customer

Before the implementation of Community Service activities, it is necessary to have permission from the village head, and school principal. The author prepares service materials for students as well as banners, consumption, Sovenir and other supporting facilities and infrastructure.

The following activities are carried out in leaching activities as foloows :

The socialization will be held in one day, namely on Monday, February 5, 2024, located at MTs Al-Amin Jl. Penajam – Kuaro No.3, Babulu Darat, Babulu District, North Penajam Paser Regency, East Kalimantan at 10:00 to 12:30 WITA. Activities carried out in the form of as follow :

1. Opening Session.

The opening was carried out by the author with respect to the principal, teachers, and participants who had attended. Then the author gave a speech in the form of conveying the purpose of carrying out socialization activities, where the final target of this activity is that all socialization participants can understand the importance of using social media well.

2. Core Session of Socialization.

The core of the socialization activities held was led by the author. And the material presented is the Selling Price in Offering MSME Products. So that this is to be able to motivate MSME actors to participate in the spirit of trying.

3. Closing Session.

The last session was closing with photos with students at the socialization activities that had been carried out.

The following is documentation during the implementation of socialization activities:



**Picture 1: Documentation of preparation before socialization activities in the form of permission to carry out socialization activities at SMKN 3 in Babulu Darat Village, Babulu District, North Penajam Paser Regency.**



**Picture 2: The students who participated in the socialization activity amounted to 60 students from Visual Communication Design class and Agribusiness Class Agricultural product management**



**Picture 3: Presentation of Material by Author Devi Artika Sari, student of Balikpapan University, Faculty of Economics and Business, Management Study Program**



**Picture 4: Photo of Door Prize Giving to Students**



**Picture 5: Photo with Teacher**

## **CONCLUSION**

Socialization activities at SMKN 3 in Babulu Darat Village were carried out with great enthusiasm from the students. Based on the results of this socialization activity, it can be concluded that: there is an increase related to the understanding of students related to Entrepreneurship

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